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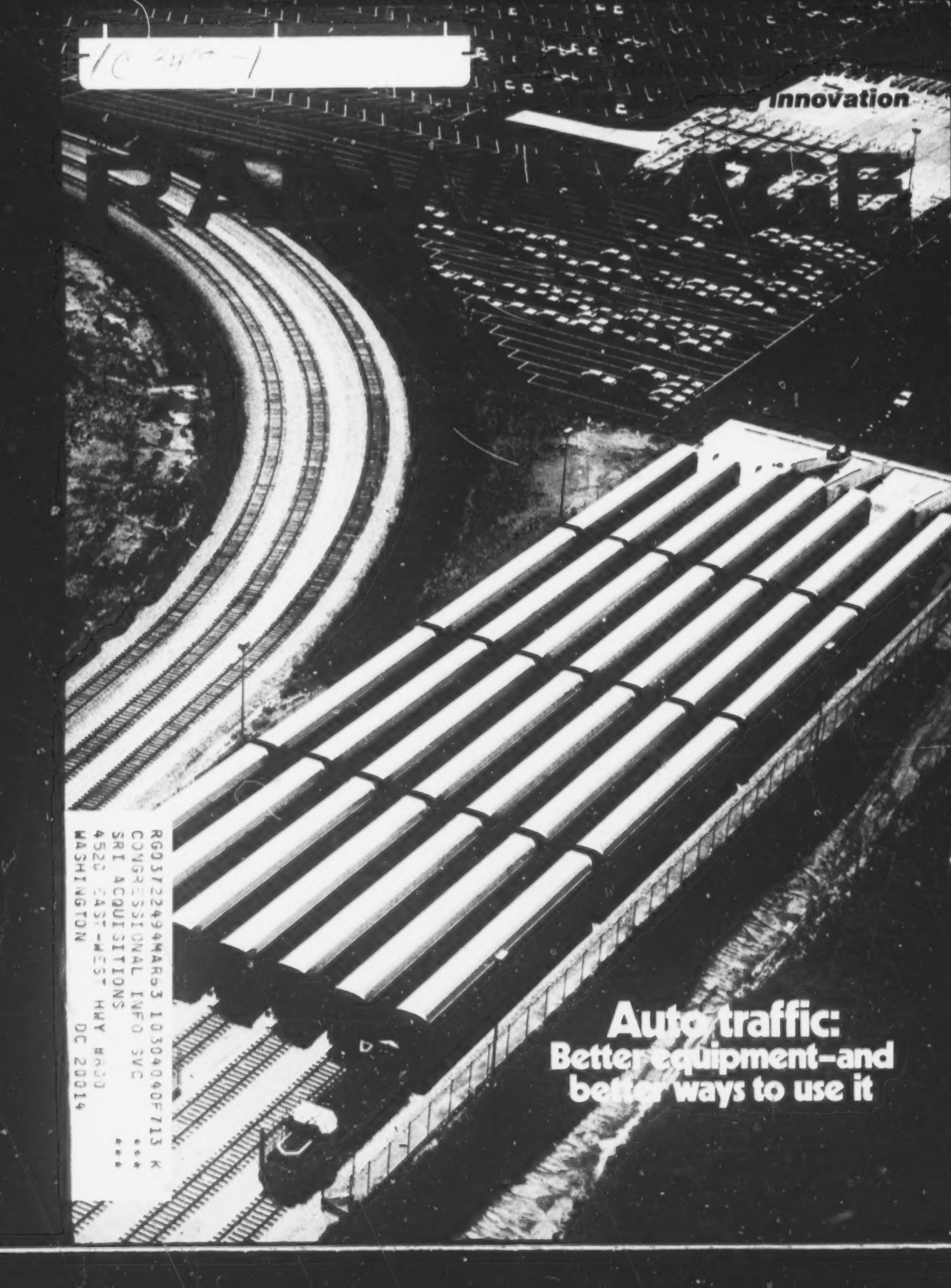
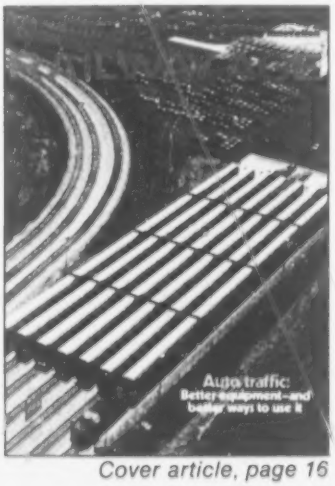


Auto traffic: Better equipment—and better ways to use it

RAILWAY AGE

October 26, 1981

FEATURES



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Railroads and the auto industry

16 Auto racks: Pooling for profit
Historically, racks have been among the railroads' least-productive cars in terms of utilization. At the same time, racks have been getting more and more expensive. Now, with new reload/pooling programs in operation, equipment utilization should go up.

22 The fleet: Shrinking in size, growing in quality
Current forecasts are that motor-vehicle sales will go up in '82—and the cars and trucks moving to market by rail will be riding in the best equipment the railroads have ever been able to provide.

30 Marketing, Southern-style: The emphasis is on innovation
Southern has made its mark (and a fine one it is) in a time when railroads were strictly regulated. But ICC actions have changed the rules, and how does Southern feel about this? With its usual careful planning and aggressive selling of good service, Southern is confident it will prosper still.

42 UP's goal: A core-fleet of high-quality boxcars
Railroad ownership of boxcars has been declining and thousands of the remaining cars are in storage. Union Pacific, however, is spending $16.5 million this year to upgrade and rehab 3,185 RBL and XM cars. Why? Because there's a lot of high-quality freight out there that demands a high-quality car.

50 Deregulation plus one year: Reactions are mixed
It's been just about a year since the Staggers Act went into effect and deregulation became a fact. But, while trends do seem to be emerging, railroads, shippers and industry observers can't always agree on what those trends are or what they mean.

NEWS

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COVER: Row upon row of auto racks loading up at the General Motors assembly plant at Oklahoma City. Photo by Orville Brent, system photographer, Santa Fe, Chicago.

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